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NOTICE OF ALLOWANCE AND FEE(S) DUE

70813 7590 08/11/2010

GOODWIN PROCTER LLP
901 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20001

EXAMINER	
HUNG, YUBIN	
ART UNIT	PAPER NUMBER
2624	

DATE MAILED: 08/11/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
08/446,553	05/19/1995	JOHN C. HARVEY	5634.104	7587

TITLE OF INVENTION: SIGNAL PROCESSING APPARATUS AND METHODS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1510	$0	$0	$1510	11/12/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail **Mail Stop ISSUE FEE**
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

70813 7590 08/11/2010

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Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

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nonprovisional	NO	$1510	$0	$0	$1510	11/12/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
HUNG, YUBIN	2624	725-135000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____

2 _____

3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. The following fee(s) are submitted:

❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**

❑ A check is enclosed.

❑ Payment by credit card. Form PTO-2038 is attached.

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Determination of Patent Term Extension or Adjustment under 35 U.S.C. 154 (b)
(application filed prior to June 8, 1995)

This patent application was filed prior to June 8, 1995, thus no Patent Term Extension or Adjustment applies.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

Notice of Allowability	Application No.	Applicant(s)	
	08/446,553	HARVEY ET AL.	
	Examiner	Art Unit	
	YUBIN HUNG	2624	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *communications filed 05/04/10*.

2. ☒ The allowed claim(s) is/are *2,4,17,18,40,42,47-51,54,55,57,58 and 63-78*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date All 10
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

Yubin Hung
Primary Examiner
Art Unit: 2624

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a communication with Mr. Carl L. Benson on 4/27/10.

2. The application has been amended as follows:

Replace claim listing with the listing below:

1. (Canceled)

2. (Currently amended) A method of processing signals at a receiver station based upon receiving at least one of a broadcast and a cablecast transmission, said receiver station including a computer, said method comprising:

receiving in said at least one of a broadcast and a cablecast transmission information content [,] and at least one control signal with respect to [a] budgeting at said receiver station~~, and said at least one of a broadcast and a cablecast transmission~~, said information content ~~and said at least one control signal~~ including a first projected datum, said first projected datum designating a product or service and projecting a price or quantity;

storing said first projected datum in said computer;

storing subscriber resource data at said receiver station, said resource data including at least two of:

(1) an equipment or real estate datum;

(2) a labor datum; and

(3) a financial datum;

generating budget data using said computer by processing data stored in said computer in response to said at least one control signal, said data stored in

said computer including said first projected datum and said subscriber resource ~~user~~ data, said budget data including at least two of:

(1) an income datum;

(2) an expense datum; and

(3) a profit datum; and

outputting to a subscriber at least a portion of said information content and at least one of said budget data , wherein said information content explains at least a portion of a ~~receiver~~ subscriber specific budget including said budget data.

3. (Cancelled)

4. (Currently amended) The method of claim 2 further comprising the step of programming said computer to respond to said ~~broadcast or cablecast~~ at least one control signal [in] with respect to ~~of said~~ budgeting.

5-16. (Canceled)

17. (Currently amended) An interactive method for information delivery at ~~, useful with~~ an interactive mass medium program output apparatus, said interactive mass medium program output apparatus including an input device to receive input from a subscriber, an output device for outputting information, a transmitter for communicating information to a remote station, and a receiver for

receiving a signal from said remote station, said interactive mass medium program output apparatus together with said remote station ~~comprising a network including~~ and a plurality of transmitter stations comprising a network, said method comprising the steps of:

outputting from said output device mass medium programming including or explaining at least one ~~receiver~~ subscriber specific datum;

prompting input with respect to said mass medium programming from said subscriber during said ~~mass medium programming~~ outputting ~~with respect to said information~~;

receiving a reply from said subscriber at said input device in response to said prompting;

communicating said reply to a remote ~~site~~ station, wherein said reply is processed to formulate or assemble a signal effective at said intermediate mass medium program output apparatus to generate and deliver subscriber specific budget;

receiving, at said interactive mass medium program output apparatus, said signal ~~performing at least one of formulating and assembling at in said network a signal effective at said interactive mass medium program output apparatus to deliver user specific budget data~~; and

generating said subscriber specific budget at said apparatus and delivering said budget ~~a user specific budget~~ at said output device of said apparatus on the basis of said signal.

18. (Previously presented) The method of claim 2, wherein said information content includes mass medium programming of a duration, and wherein only a portion of said duration includes a time interval of specific relevance, said method further comprising the steps of:

outputting said mass medium programming at said receiver station; and

outputting one of said budget data in said time interval.

19-39. (Canceled)

40. (Currently amended) A method of processing signals at a receiver station based on at least one of a broadcast and a cablecast transmission including:

~~(a) the step of~~ receiving in said at least one of a broadcast and a cablecast transmission information content and at least one control signal with respect to budgeting at said receiver station ~~in said one of said broadcast and said cablecast transmission~~, said information content ~~and said at least one control signal~~ including a first projected datum, said first projected datum designating at least one of a product and a service and being a ~~projected~~ first projection of a price ~~and~~ or a quantity;

~~(b) the step of~~ storing said first projected datum in a computer at said receiver station;

storing subscriber resource data at said computer at said receiver station, said resource data including at least two of the group of:

(1) one of an equipment and a real estate datum;

(2) a labor datum; and

(3) a financial datum;

~~(c) the step of~~ generating ~~said~~ a budget by processing data stored in said computer in response to said at least one control signal, said data stored in said computer including said first projected datum and ~~user~~ said subscriber resource data, said budget including a second projected datum and at least two of the group of:

(1) an income datum;

(2) an expense datum; and

(3) a profit datum;

said second projected datum designating said at least one of a ~~said~~ product and a ~~said~~ service and being ~~the projected second~~ a second projection of said price ~~and said~~ or quantity; and

~~(d) the step of~~ transmitting said second projected datum from said receiver station to a data collection station.

41. (Cancelled)

42. (Currently amended) The method of claim 40 further comprising a ~~the~~ step of programming said computer to respond to said at least one ~~of said broadcast and said cablecast~~ control signal ~~in~~ with respect to ~~of said~~ budgeting.

43-46. (Canceled)

47. (Currently amended) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast signal receiver, at least one processor, a signal detector , said signal detector adapted to receive signals from one of a broadcast and a cablecast signal , and said processor programmed to respond to signals from said detector, and said method of controlling comprising the steps of:

receiving at one of a broadcast and a cablecast transmitter station a broadcast or cablecast transmission with information content including a first projected datum designating at least one of a product and a service and being a first projection of a price or a quantity;

transferring said broadcast or cable cast transmission to a transmitter at said transmitter station;

~~(1)~~ receiving at said ~~one of a broadcast and a cablecast~~ transmitter station an instruct signal that causes said at least one processor at said at least one of a plurality of receiver stations to generate a budget by processing said first projected datum and ~~user~~ subscriber resource data stored at said at least one processor, wherein said subscriber resource data including at least two of the group of (1) one of an equipment and a real estate datum, (2) a labor datum, and (3) a financial datum;[,] said generated budget including a second projected datum and at least two of the group of (1) an income datum, (2) an expense datum, and (3) a profit datum; and said second projected datum designating said

at least one of a product and a service and being a second projection of said price or quantity ~~which is effective at the receiver station to generate and communicate to a remote station at least one of a price and quantity datum of a budget~~;

~~(2)~~ transferring said instruct signal to ~~a~~ said transmitter at said transmitter station;

~~(3)~~ receiving at least one first control signal at said transmitter station, said at least one first control signal identifying at least one specific receiver station ~~in~~ to which said instruct signal is addressed; ~~and~~

~~(4) transferring said at least one control signal to a transmitter, said transmitter station performing one of the functions of~~ broadcasting or ~~and~~ cablecasting said instruct signal and said broadcast or cablecast transmission ~~at least one control signal~~ to said at least one of a plurality of receiver stations in accordance with said at least one first control signal, and

receiving said second projected datum from said at least one of a plurality of receiver stations at a data collection station.

48. (Previously presented) The method of claim 47, wherein at least one of said instruct signal and said at least one first control signal is embedded in the non-visible portion of a television signal.

49. (Currently amended) The method of claim 47, wherein said at least one first control signal identifies at least two of said plurality of receiver stations

asynchronously and each of said at least two identified receiver stations receives and responds to said instruct signal asynchronously.

50. (Currently amended) The method of claim 47, wherein a switch at said transmitter station communicates to said transmitter signals ~~selectively~~ selected from one of signal sources including ~~said one of said broadcast and said cablecast receiver~~ receivers at said transmitter station and one of a memory and a recorder ~~to said transmitter~~ , said method further comprising at least one step from the group consisting of:

detecting at said transmitter station at least one of said instruct signal and a second control signal which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate at least one of said instruct signal and said at least one first control signal to [a] said transmitter;

controlling said switch to communicate one of said instruct signal and said at least one first control signal to said transmitter in response to a second control signal, which is effective at the transmitter station to instruct communication;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal from a selected signal source; and

controlling said switch to communicate [to] from said one of ~~said~~ a memory and ~~said~~ a recorder at least one of said instruct signal and said at least one first control signal.

51. (Currently amended) The method of claim 47, ~~wherein a controller controls~~ further comprising controlling a switch to communicate to said transmitter a selected signal using a controller and ~~, further comprising~~ at least one step from the group consisting of:

detecting at said transmitter station at least one of said instruct signal and said at least one first control signal, which is effective at the transmitter station to instruct transmission;

inputting to said controller at least one of said instruct signal and said at least one first control signal, which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal to said transmitter according to a transmission schedule; and

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal from a specific one of a plurality of signal sources~~; and~~

~~controlling said switch to communicate at least one of said instruct signal and said at least one first control signal to a selected one of a plurality of transmitters~~.

52-53. (Canceled)

54. (Currently amended) The method of claim 47, wherein said at least one of a plurality of receiver stations is ~~at least one of~~ adapted to detect the presence of said at least one first control signal on the basis of the location of a signal in an information transmission, ~~and~~ or programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, or both, said method further comprising the step of:

causing at least a portion of at least one of said control signal and said instruct signal to be transmitted in said location.

55. (Currently amended) A method of processing signals at a receiver station based on at least one transmission from one of a broadcast transmitter and a cablecast transmitter including:

receiving in said at least one transmission from said one of ~~said~~ a broadcast transmitter and a cablecast transmitter information content and at least one control signal in respect of [a] budgeting at said receiver station ~~in said at least one transmission from said one of said broadcast transmitter and said cablecast transmitter~~, said information content describing at least one of a resource product and a service;

storing subscriber resource data at a computer at said receiver station, said subscriber resource data including at least one of the group consisting of:

(a) an equipment datum;

(b) a real estate datum; and

(c) a labor datum;

generating a value datum using said computer at said receiver station by processing said information content and said stored subscriber resource data ~~stored in said computer~~ in response to said at least one control signal, said value datum being a projected value in respect of said at least one of a ~~said~~ resource product and a ~~said~~ service;

storing said value datum in said computer; and

delivering to a subscriber said received information content ~~of said at least one of said resource product and said service~~ and said value datum.

56. (Cancelled)

57. (Currently amended) The method of claim 55 further comprising the step of storing a budget in said computer, said budget including a projected datum and at least two of the group consisting of:

(a) an income datum;

(b) an expense datum; and

(c) a profit datum;

said projected datum designating said at least one of a resource product and a service being a projection ~~projected datum~~ of at least one of a price and a quantity.

58. (Previously presented) The method of claim 55 further comprising the step of programming said computer to respond to said at least one control signal in respect of said budget.

59-62. (Canceled)

63. (Currently amended) A method of communicating mass medium program material to at least one receiver station, said at least one receiver station including one of a broadcast mass medium programming receiver and a cablecast mass medium programming receiver, an output device, a control signal detector, a processor operably connected to said output device , and with each said at least one receiver station adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

~~(1] receiving at a transmitter station mass medium programming to be transmitted at a transmitter station and delivering said mass medium programming to an origination transmitter at said transmitter station;~~

~~(2) receiving and storing said at least one instruct signal at said transmitter station, wherein said at least one instruct signal operates at said at least one receiver station to deliver output information of at least one of a product and a service with a user specific projected value of said at least one of a said product and said service;~~

~~(3) transferring said at least one instruct signal to said origination transmitter; and~~

~~(4) transmitting from said transmitter station an information transmission including said mass medium programming and said at least one instruct signal and~~

receiving at a transmitter station mass medium programming to be transmitted and delivering said mass medium programming to an origination transmitter at said transmitter station;

receiving and storing said at least one instruct signal at said transmitter station;

transferring said at least one instruct signal to said origination transmitter;

transmitting from said transmitter station an information transmission including said mass medium programming including or explaining at least one subscriber specific datum and said at least one instruct signal to said at least one receiver station;

receiving a reply from said at least one receiver station, where said reply is received from a subscriber at said at least one receiver station in response to a prompt for input with respect to said mass medium programming during output of said mass medium programming from said output device;

processing said reply to formulate or assemble a control signal effective at said receiver station to generate and deliver subscriber specific budget data; and

transmitting said control signal to said receiver station.

64. (Currently amended) The method of claim 63, wherein ~~identification data and~~ said at least one instruct signal ~~are~~ is embedded in a mass medium

programming signal, said mass medium programming signal including said mass medium programming.

65. (Currently amended) The method of claim 63 , wherein said step of transmitting directs said information transmission to a plurality of remote receiver stations at the same time and each of said plurality of remote receiver stations performs at least one of receiving[es] and responding[s] to said at least one instruct signal concurrently.

66. (Previously presented) The method of claim 63 , wherein said step of transmitting directs said information transmission to each of a plurality of remote receiver stations at different times and each of said plurality of remote receiver stations responds to said at least one instruct signal at a different time.

67. (Currently amended) The method of claim 63, further comprising the steps of:

receiving said mass medium programming at a receiver in said transmitter station;

communicating said mass medium programming from said receiver to a memory location in said transmitter station; and

storing said mass medium programming at said memory location for a period of time prior to communicating said mass medium programming to said origination transmitter.

68. (Currently amended) A method of delivering at least one of a receiver specific budget and a master budget to [at] a video receiver station including:

receiving at least one information transmission at said video receiver station, said at least one information transmission including generally applicable budget information and a plurality of budgeting control signals, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station, said generally applicable budget information including:

(1) at least a portion of said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget; and

(2) video to serve as a basis on which to present said at least a portion of said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget;~~, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station;~~

storing at least a portion of said generally applicable budget information and said plurality of budgeting control signals at said video receiver station;

outputting said video at a video monitor;

selecting, at said video receiver station, budget data to output by processing said generally applicable budget information in accordance with a first of said plurality of budgeting control signals;

outputting said selected budget data in a series of time periods of specific relevance to said selected budget data in response to a second of said plurality of budgeting control signals; and

producing said at least a portion of said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget at a specific ~~video~~ location of said video at said video monitor during a first of said series of time periods of specific relevance.

69. (Previously presented) The method of claim 68, wherein said video receiver station generates receiver-specific budget data in accordance with said first of said plurality of budgeting control signals , said method further comprising the step of outputting said generated budget data in a second of said series of time periods of specific relevance.

70. (Currently amended) The method of claim 68, further comprising the step of outputting at least one of said selected budget data at [a] an audio speaker.

71. (Currently amended) The method of claim 70, further comprising the step of outputting at said audio speaker audio which explains said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget.

72. (Previously presented) The method of claim 68, wherein said video includes at least a portion of a television program, said method further comprising the step of synchronizing the delivery of the balance of said television

program at said video receiver station based on said plurality of budgeting control signals.

73. (Previously presented) The method of claim 68, wherein said video receiver station includes a video random access memory (RAM) operably connected to said video monitor, said method further comprising the step of clearing said video random access memory (RAM) in response to a third of said plurality of budgeting control signals.

74. (Currently amended) The method of claim 68 , wherein said video receiver station includes a programmable controller which controls at least one of a code portion receiver, a control signal detector, and a computer adapted to generate a video overlay, said method further comprising the steps of:

detecting a control program in one of said at least one information transmission; and

programming said programmable controller using said control program.

75. (Currently amended) A method of delivering at least one of a receiver specific budget and a master budget to a graphic receiver station including:

receiving at least one information transmission at said graphic receiver station, said at least one information transmission including generally applicable budget information and a plurality of budgeting control signals, ~~wherein~~ at least

one of said plurality of budgeting control signals being received from at least one remote transmitter station, said generally applicable budget information including:

(1) at least a portion of said at least one of a ~~said~~ receiver specific budget and a [said] master budget; and

(2) at least a portion of a graphic image to serve as a basis on which to present said at least a portion of a ~~said~~ receiver specific budget and a ~~said~~ master budget;~~, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station;~~

storing at least a portion of said generally applicable budget information and said plurality of budgeting control signals at said graphic receiver station;

outputting said at least a portion of said graphic image at a graphic output device;

selecting, at said graphic receiver station, budget data to output by processing said generally applicable budget information in accordance with a first of said plurality of budgeting control signals;

outputting said selected budget data during at least one time period of specific relevance to said selected budget data in response to a second of said budgeting control signals; and

outputting said at least a portion of said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget at said graphic display device based on a reference point and a scalar dimension.

76. (Currently amended) The method of claim 75, further comprising the step of outputting at an audio speaker audio which explains said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget.

77. (Currently amended) The method of claim 75, wherein said graphic receiver station includes a plurality of graphic output devices, said method further comprising the step of selecting one of said plurality graphic output devices at which to output at least one of said selected budget data and said at least a portion of said at least one of a ~~said~~ receiver specific budget and a ~~said~~ master budget.

78. (Currently amended) The method of claim 75, wherein said at least a portion of a ~~said~~ graphic image is part of a television program, said method further comprising the step of

processing a viewer response to said television program in accordance with at least one of said plurality of budgeting control signals.

79-104. (Canceled)

Allowable Subject Mater

3. Claims 2, 4, 17, 18, 40, 42, 47-51, 54, 55, 57, 58 and 63-78 as amended are allowed.

4. The following is an examiner's statement of reasons for allowance: closest art of record, alone or in combination, fail to disclose, teach or fairly suggest generating the recited budget data by processing projected data received from a broadcast or cablecast transmission and the recited stored resource data in response to at least one control signal received from the same transmission in such a manner that at least a portion of a subscriber-specific budget that includes the generated budget data is explained by information content received from said transmission.

5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Response and Contact Information

6. The interview summary and the Rule 130, 131 or 132 affidavits filed 05/04/10 have been entered.

7. The terminal disclaimer filed 05/04/10 has been approved.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to YUBIN HUNG whose telephone number is (571) 272-7451. The examiner can normally be reached on 7:30 - 4:00. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vikkram Bali can be reached on (571) 272-7415. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

9. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Yubin Hung/
Primary Examiner, Art Unit 2624